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| Explain CS fit and introduce CL | CUSTOMER SEGMENTS CS Students/working professionals consider adopting a user-friendly application with features for budgeting. | CUSTOMER LIMITATIONS CL The application they want may not be secure and not all the services may be free. They want an application that is device friendly because different customer segments may use different devices like smartphones, iPads etc. | AVAILABLE SOLUTIONS AS Solutions are offered with the ability to link bank accounts for precise and understandable deposit statistics. Some current solutions offer advice on how to limit spending. Recurring bills are likewise tracked by existing solutions. |
| Concentrate on PR, use BE comprehend RC | PROBLEMS PR Maintaining a manual record of spending is the most efficient way to do so. The majority of people lack the drive to achieve this. Recognizing reoccurring expenses lessens repetitious labour, which pays for the user's menial chores. | PROBLEMS/ROOT CAUSE PR Users are reluctant to perform time-consuming, pointless calculations, which makes keeping track of spending difficult. They never get the opportunity to visualise and change their purchasing patterns as a result. The aforementioned rationale makes the natural technique of keeping track of spending less effective. | BEHAVIOUR BE Users anticipate that calculations will be made while they enter their spending and deposits in the background. They demand tight budgetary restrictions. They want to visualise their spending patterns and comprehend where they might make savings. |
| Find the robust TR and EM | TRIGGERS TO ACT TR Earn benefits for budgeting. Keep track of every dollar you spend. Recognize the parallel between want and need. Be assured that you will pay your payments on time. | YOUR SOLUTION SL Users can modify the personal spending tracker to fit their needs by making it configurable. By offering user defined spending categories, rewards, goals, and limits, we hope to achieve this. Users of the application will also have the option to view a graphical analysis of their expenditures in order to better understand their spending habits. | CHANNELS OF BEHAVIOUR CH Offline Other students are exposed to it when they use and discuss their expertise in class. A team of experts is involved for businesses, and through word-of-mouth other businesses and people will learn about this application. |
| | EMOTIONS EM Before: The user lacks confidence in their ability to manage their spending and is aimless in doing so. Missing bills is more common for the user. After: The user has more control over their spending. He or she is less likely to forget to pay a bill since they feel rewarded for cutting costs. | | Online The use of various social media channels will be used to sell the application. As consumers start using the software, the App Store's ratings would rise, bringing in a massive flood of new users. |